| Server -115- | Database -120- | Server -130- |

The Internet -100-

Client -105-

Client -125-

Figure 1

Figure 2

Ad Reseller Model

We **BUY** generic banner
inventory @ $25 CPM

We **Resell** same ad space as
Targeted banners @ $50 CPM

Local Buyers of Banner
Ads

| Generic Banner | Targeted Banner |

Web Site 1

Web Site 1

| Generic Banner | Targeted Banner |

Geo Banner Server

Web Site 2

Web Site 2

| Generic Banner | Targeted Banner |

Web Site 3

Web Site 3